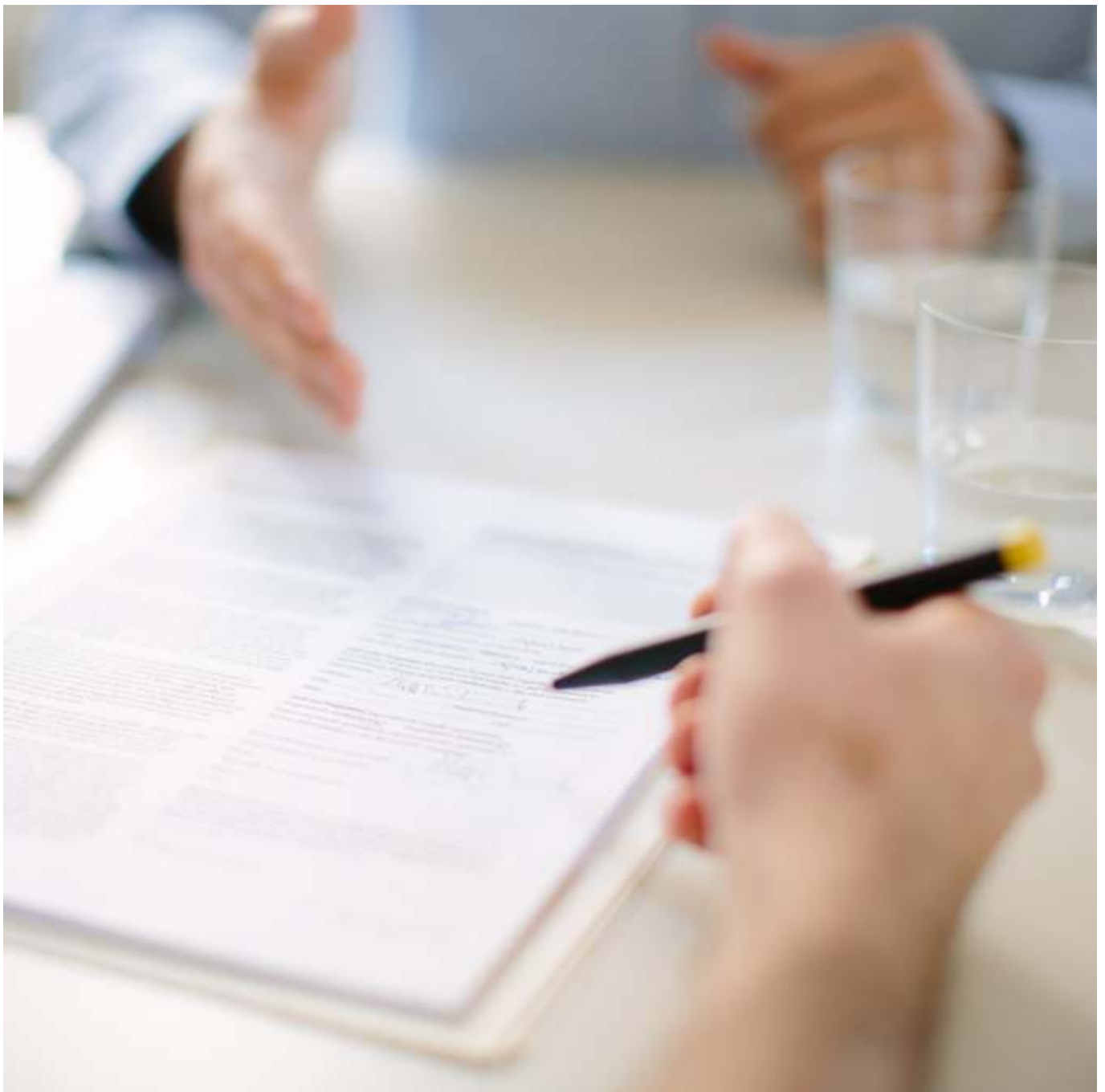




Contracts, Rights, and Royalty Management Services

Communications, Media & Technology



Today, apart from creating and distributing good content, media and entertainment companies have to focus on managing their contracts and rights effectively to sustain a competitive advantage. With the pervasive digitization of content, the complexity of rights acquisition, management, and exploitation has grown considerably. The ever-increasing contract complexity hinders media and entertainment companies to maintain a standard contract structure, system, and processes for contract processing.

Tata Consultancy Services' (TCS') Contracts, Rights, and Royalty Management Services help media and entertainment companies manage their contracts effectively, through a range of advisory, legacy modernization, data migration and management, rights analytics, process transformations, and system integration and assurance solutions and services. Our offering enables organizations to maximize revenues from their content inventory.

Overview

The media and entertainment industry is undergoing a major transformation with the digitization of media properties. Any single piece of content can now be packaged in multiple formats across platforms, and distributed in various geographic territories. Additionally, ancillary rights exploitation through events and merchandizing makes the landscape even more challenging to traverse. Added to that is the limited flexibility of homegrown systems which affects a media company's ability to adapt to changing business dynamics, and meet the demand for nonlinear channels. These challenges, combined with error-prone manual processes, lack of visibility into archived content, and longer time-to-market, result in potential revenue loss for media organizations.

TCS Contracts, Rights, and Royalty Management Services enable media and entertainment companies to maximize revenues from their media properties by leveraging a broad spectrum of services from consulting and advisory to rights analytics-driven decision-making.

Our Solution

TCS' Contracts, Rights, and Royalty Management Services delivers value through a host of innovative technology services:

Application development and maintenance services: TCS analyzes, designs, implements, tests, integrates, and maintains heterogeneous applications that span both legacy and emerging technologies.

System integration: We help organizations perform CRR implementations. Our system integration services include program management, assurance, integration with other systems, and data migration.

Contracts conversion and management services: TCS accelerates the digitization of historical contracts in the entertainment space, and standardize business processes, reducing instances of manual contracts processing.

Legacy modernization services: Our automated tools support the extraction and analysis of business rules, and ensure seamless transitions.

Benefits

TCS' services offer the following benefits to media and entertainment companies:



New revenue potential: Our offering helps you explore new revenue streams by integrating rights-in and rights-out on one single platform, and managing the rights of archived content.



Enhanced visibility into processes: With the ability to manage rights at the corporate level, you gain better visibility into assets, and their rights, which, in turn, helps you improve content leverage ratio across divisions.

An Overview of Contracts, Rights, and Royalty Management Services



TCS Enterprise Rights Management Solution: The robust, feature-rich, advanced technology-driven platform automates end-to-end IP management for media and entertainment companies, ensuring effective rights and royalty management. The adaptive platform, which can be customized to varying customer requirements, integrates license-in and license-out workflows to provide integrated view into rights. The avails functionality provides clear visibility of rights across territory, language, and media to help customer take appropriate business decisions, and thus improves content monetization.

The TCS Advantage

Backed by mature assets and a strong consultant base, we deliver value to businesses through:

Domain expertise: Our in-depth knowledge of the media and entertainment industry, combined with our agile development methodologies and program management skills, enables us to provide you IT solutions that drive innovation and efficiency.

Knowledge of legal contracts: Our extensive knowledge of complex legal contracts in the entertainment space helps standardize related business processes.

Contract Rights and Royalty Center of Excellence: TCS' CoE for Contract Rights and Royalty provides services across multiple media verticals such as studio, publishing, music, broadcasting, and distribution. The CoE performs multiple functions such as conducting training, offering delivery support and advisory services, documenting domain knowhow, and predicting new trends.

Solution accelerators and frameworks: We help customer achieve faster implementation of their rights management initiatives.

Industry alliances: By leveraging our partnerships, we facilitate seamless transitions in complex legacy modernization and system integration projects



Reduced time-to-market: Our services reduce your time-to-market by deploying an efficient rights availability mechanism, which provides enhanced visibility into inventory. This results in quicker scheduling, and thus better sales opportunities.



Improved operational efficiency: Our offering automates workflow across the value chain from content tracking to rights management and usage tracking. With the standardization of rights and contract management processes, you can separate critical topline activities from bottom-line activities.

Awards & Recognition



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Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

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